



SEO + CONTENT Marketing Mastery

A 2-Month, AI-Powered Program to Rank Websites & Create Content That
Converts

SEO • AEO & AI Search • Content Strategy • Real Audits & Projects

Duration 2 Months	Course Fee ₹7,999	Mode Offline, Aligarh
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International Institute of Online Learning | iiol.online

Why Learn SEO + Content Marketing?

Search is changing fast - Google's AI Overviews, zero-click search and answer engines mean old-style SEO isn't enough anymore. This course teaches you both classic SEO and the new AEO / AI-search skills, paired with content strategy that actually gets read and ranked - so you can grow real traffic for any business or client.

Who Can Join

- Students
- Working Professionals
- Content Writers & Bloggers
- Freelancers & Consultants
- Business Owners & Career Switchers

Program Highlights

- Zero Theory - 100% Practical, Hands-On Learning
- Learn Both Classic SEO & the New AEO / AI-Search Skills
- Real Website Audits & Live Keyword Research Projects
- Small Batch, Mentor-Led Live Sessions
- Certificate of Completion

Tools You Will Master

- Google Search Console
- Google Analytics 4
- SEMrush / Ubersuggest
- RankMath / Yoast SEO
- ChatGPT for Content
- GravityWrite

Curriculum - Week by Week

WEEK 1-2

SEO Foundations & Keyword Research

- Search engines, SERPs & zero-click search explained
- AEO, SGE & AIO: the AI era of SEO
- AI-driven & entity-based keyword research
- Keyword competition & volume analysis

WEEK 3-4

On-Page & Technical SEO

- Meta tags, headings, image SEO & alt tags
- URL structure, internal linking & anchor text strategy
- Site speed optimization & mobile-friendly design
- Schema markup & Google Search Console setup

WEEK 5-6

Web Analytics & Off-Page SEO

- Google Analytics 4 setup & advanced reporting
- SEO performance reporting & website audits
- Backlink types & acquisition strategies
- Link-building best practices

WEEK 7-8

Content Marketing & Portfolio Project

- Content types & funnel stages (TOFU, MOFU, BOFU)
- Copywriting vs content writing: key differences
- AI-driven content strategy & optimization for AI tools
- **Portfolio Project:** AI-driven keyword research map, an On-Page/AEO SEO audit, and a Local SEO growth plan for a real business

Get Certified

On successful completion, you will receive IIOL's **SEO + Content Marketing Certificate**, along with real audits, a keyword map and a growth plan as proof of skill.

Ready to Rank Websites & Master Content?

Duration: 2 Months | Fee: **₹7,999** | WhatsApp **92594 99005** to Register for a Free Demo